



COLLEGIATE PEAKS CHAPTER TROUT UNLIMITED
Strategic Planning Meeting Minutes, January 13, 2018

CPC MISSION:

TO CONSERVE, PROTECT AND RESTORE COLORADO'S COLD WATER FISHERIES AND THEIR WATERSHEDS.

CPC VISION:

TO ENSURE THAT CURRENT AND FUTURE GENERATIONS OF THE UPPER ARKANSAS RIVER VALLEY ENJOY, APPRECIATE AND CHERISH OUR WATERS AND TO CARRY ON THE MISSION OF PROTECTING THE QUALITY WATERSHED FOR PRESENT AND FUTURE GENERATIONS.

OBJECTIVES:

- **What is the role of the Chapter?**
- **What are we trying to accomplish?**
- **What should be changed from previous years?**
- **What is the path forward for the next two to three years?**

Meeting Rules:

- This meeting generally to follow Roberts Rules of Order.
- Motions and Votes may be required for several topics: Some by full group, some may be referred to the Board of Directors (BoD) for a vote.
- Please formulate your ideas, comments and suggestions to fit under the following Chapter components and topic categories:

I. CONSERVATION

II. ENGAGEMENT AND ADVOCACY

III. EDUCATION

IV. COMMUNICATIONS AND MARKETING

V. FUNDING

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Strategic Planning Meeting Minutes – January 13, 2018 (continued)

The Strategic Planning Meeting of the Collegiate Peaks Chapter of Trout Unlimited (CPC) was held at Mt. Shavano Manor meeting room, Salida, CO on January 13, 2018. The meeting opened at 9:10 am with a presentation from Charlie Adams of Project Healing Waters Fly Fishing (PHWFF). See Item II C 1d below.

Board Member Attendees:

Officers: Blake Fanning, Jerry Wright, Tom Arnot

Board Members: Fred Rasmussen, Gene Milus, Mike Perry, Jim Impara, Eric Heltzel, Larry Payne, Keith Krebs,
The minimum number of board members was in attendance to constitute a quorum for any required BoD votes.

Other attendees: Pam Simpson, Barbara Plake, Reed Dils, Karen Dils

Charlie Adams, Ken Iwamasa, Tom Moore, Dan Omasta (CTU) and Jennie Noreen attended the PHWFF program and left about 10:00 am.

Tom Palka arrived about 12:30 pm to participate in the Communications discussion and left about 2:00 pm.

A) Special Board Meeting: BoD to Vote on Scholarship Committee Recommendations:

Discussion about Special Board Meeting notification: Bylaws require that notification of Special Board Meetings be made at least 48 hours in advance and include the general membership. Board might consider amending by-laws to allow last-minute board meetings.

It is noted that this Special Meeting was limited to a vote to spend funds included in the 2018 Chapter budget. The Budget was presented at the November 11, 2017 Annual Meeting with a quorum of regular members in attendance and approved by a quorum of Board members in attendance.

- 1) Scholarship Committee has made recommendations for Spring Semester
See Attachment #1

The CPC Scholarship Committee recommends the following students be awarded scholarships for spring semester 2018. Both students are continuing recipients of CPC Scholarships.

Amy Harmon	Western Colorado State University	\$2000	Graduating May 2018
Graham Bachmann	Colorado State University	\$2000	

Discussion:

A third student we supported last semester, Trent Peterson, has graduated. He is planning to attend the 2018 Caddis Festival.

Is there a plan to get the word out about scholarship availability? Yes, Barbara Plake plans to get the word out to colleges for fall semester.

Committee should update the recipient list and ask past recipients to keep us informed of their education, career, etc. Post photos, graduation dates, bios on CPC website.

Larry Payne motioned that the Scholarship Committee recommendations be accepted and scholarship funds be transmitted for Amy and Graham to their respective colleges. Jim Impara seconded the motion and it passed without dissent.

B) Strategic Planning Meeting

Comments from Tom Arnot prior to meeting:

Much of this agenda is copied from last year's meeting minutes. There were many great ideas brought up and discussed last year, but often there was not much follow up. One comment I received (and agree with) is that perhaps we need to concentrate our efforts on the items we do well and have the enthusiastic volunteer resources to accomplish. As we go through this meeting, we should consider prioritizing the events we commit to this year to ensure that we can do what we plan to do.

I. CONSERVATION

A. Goal: Move forward with ELC (Ecosystem Learning Center) (*very little progress in 2017*)

1. Performance Measures (action plan):

a. Most important current need is funding

- Funding data

Embrace-a-Stream grant received	\$ 2,700	Extension on use of EAS funds granted
Nestle Waters donation	\$ 1,000	
Website donations	\$ 550	
Chapter contribution	<u>\$ 3,160</u>	
Total in hand	\$7,410	

Total Phase I design budget \$15,000 For our 500' section of river only

Shortage \$7,590

- In July of 2017, the BoD voted to spend up to \$15,000 from the Coldwater Resource Fund (CRF) to fully fund the ELC design phase. None of this money has been spent.
 - As of Dec 31, 2017, there is about \$22,500 in the CPC checking account and \$8,600 in the Coldwater Resource Fund (CRF). Recent contributions were made from CRF to Maverick Ranch (\$5,000) and Arkansas River Preserve (\$2,500) with pledges for the same amounts promised later in 2018. These pledges will reduce the CRF to about \$1,100. The BoD votes to add funds to CRF, usually at the summer board meeting, after Caddis Festival funds have been received. The BoD decided to fund these as they were time sensitive and replenish CRF funds after Caddis Festival. Keith Krebs will be the liaison with Andrew Mackie at CCC on these properties and ELC. The Arkansas River Preserve might be going on the open market so Keith will check.
 - Funds are earmarked in "Funds for Grants"
 - MOU has been executed between CPC and property owner across river.
 - GOCO Grant was turned down
 - CCC is the lead partner on this project. They are pursuing a new grant for the design from the ELC site to the confluence with the Arkansas. Our portion is about 500 feet of river. Approximately \$15K will be needed to fund our portion of the implementation phase. Total implementation phase cost much higher.
- b. Special Project team for ELC - At least 4 members
- Keith Krebs and Tom Arnot
- c. Other ELC Fundraising sources?
- Nestle Waters may be a potential regular source of funds.
- d. Complete initial fish count by electro-shocking with local CPW Biologist.
- Keith has talked to Michael Atwood about doing fish count this spring and tie in w/SHS high school kids for baseline data.

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- e. Continue with successful Salida High School stream science classes
 - GARNA is the lead on this. Keith Krebs still involved.
 - f. Establish restoration volunteer base
 - Will eventually need approximately 10 committed members to assist with construction.
- B. Goal: Identify/Implement new Stream Conservation projects
- 1. Performance Measures (action plan):
 - a. Establish larger conservation volunteer base
 - b. Implement one "Bigger Project" for 2018:
 - Badger Creek Watershed Partnership? Scope and timing unknown – Possible future work with CCC (maybe not in 2018) – Jim Impara is contact.
 - Maverick Ranch? Scope and timing unknown - Possible future work with CCC (maybe not in 2018). CPW will manage the ranch.
 - c. Identify 2 stream habitat restoration sites different from home waters
 - Collaboration with another Chapter(s) on at least 1 project
 - Nothing on the horizon at this time.
 - d. Team with at least 2 Agencies
 - Central Colorado Conservancy (CCC)
 - South Arkansas River – ELC
 - Maverick Ranch (2018 or later)
 - Badger Creek Watershed Partnership (2018 or later)
 - Lake County Open Space Initiative (LCOSI)
 - New Opportunity - Email received January 11 from CPC member Mark Cole, Leadville. See attachment #2. Discuss this more at next board meeting. Invite Mark Cole and/or LCOSI representative come give a presentation to BoD. Tom Arnot will contact Mark.
 - CPW
 - Fin-clipping – CPW wants to do this again in February. Keith will get the upcoming date and send out a blast. Ask Michael about the ones that were clipped last February (He is doing Member Meeting presentation March 14)
 - Fish stocking
 - Riparian improvements
 - Easement access maintenance (currently working on Dill Lease to Big Bend)
Keith Krebs recently toured the site with CPW. Progress has been made and Keith accepted the work completed so far. Some work still needs to be done on access points at each end of one piece of property. No more work for us at this time.
Stairs might need cleaning or rebuilding at Dill Lease.
 - BLM
 - USFS

II. ENGAGEMENT & ADVOCACY

A. Goal: Increase attendance/participation at all Meeting/Events

1. Performance Measures (action plan):

- a. Increase attendance at Member meetings to average at least 40 (*2017 goal*)
 - Only 14 attendees at January Member Meeting for Bill Dvorak's presentation.
 - We need to pay presenters for gas/food/lodging.
 - 2018 Member and BoD Meeting venues – Due to lack of a suitable location with food and drink, we are currently holding all meetings at either Mt. Shavano Manor in Salida or Sangre de Cristo Electric Association in BV.
 - Ideally, we would like to have a better venue with food and drink available. New hotel in BV may work, but that is not available until 2019 (?).
 - Venue Suggestions: Venue name is followed by the name of member who will check out the venue prior to Feb 21 BoD meeting; Fairgrounds, Quincy's (Karen), Hampton Inn (Larry), Best Western Vista Inn (Karen), Midland Bar (Karen), Salida Community Center (Keith), Bounty (Blake), Bob Goad's place (Karen), Mt. Princeton - Jeriana re hill room (?). Pam Simpson will call BJ at Shavano about whether we can bring our own beer & wine. Granzella Hall is \$150. Facility behind prison in BV?
 - Karen suggested using younger members & local TU staff to ask them to disseminate our info to their demographic.
- b. Develop Participation Plan
 - Keep notebook of participants – Eric Heltzel already doing this.
- c. BoD and Member meeting schedule (see Attachment #3 – need to approve this schedule)
 - Proposed schedule alternates 6 BoD Meetings and 6 Member Meetings, Caddis Festival counts as Member Meeting. Strategic planning meeting not included.
 - Meeting venues and programs are scheduled through Caddis Festival May 5.
 - Do we want to add a June Member Meeting and move June BoD Meeting back a week?
 - Consensus was not in favor of adding a June meeting. We already have a May and July member meeting scheduled. It's Only 5 weeks after Caddis Festival and 4 weeks before next member meeting
 - Decided to schedule a June 6 BOD meeting for debrief Caddis Festival and 7/11 member meeting.
- d. Schedule 4 Member meeting programs 3 months in advance (*2017 goal*)
 - Re-establish Program Committee with a Chairperson and 2 members
 - All board members bring an idea to next Board meeting (Feb 21)
 - Suggestions: Mike Kaul, Pat Dorsey, Duane Redford, 5280, Trouts, Enchanted Circle (NM), entomologist, tenkara...
 - Send letter to chapters to ask about their programs and contacts, ask how their trip swaps have gone, etc.
 - Develop quality programs to attract 40 members

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e. September "Friendraiser" Meeting

- "Big Meeting" on September 16th, 2017 was a great program featuring Landon Mayer. Unfortunately, the attendance was lower than expected and therefore donations did not meet expenses. This was the fourth attempt for a big member meeting with the last two acknowledged as failed attempts. Do we want to continue to hold this event?

Discussion:

- Consider doing a more conservation-oriented program – our past successes were conservation movies. The fishing movies/programs do not do as well. Consider public lands films or Pebble Mine. Eric Heltzel will contact Telluride Film Festival to see what other films are available – Don't want to duplicate other films shown in town.
- Need to consider other scheduled events; community, schools, Broncos. Marketing important.
- Maybe move to Salida Community Center? Steam Plant rental is \$700.
- Talk to other TU staff on how to bring in younger folks.
- Karen will ask David (Nikum?) to put a portal on CTU website for database of programs and presenters' contacts.
- Riverside Park event? – Earth Day TU booth poorly attended
- Fly Casting competition?
- Family Festival? (not much interest in putting this on – lots of work)
- NO DATE OR PROGRAM ESTABLISHED YET

f. CTU Fall Board Meeting in Salida

- Larry Payne attended the fall CTU Rendezvous in Estes Park. CTU Executive Director David Nikum and CTU President Cam Chandler are considering holding their Fall Board Meeting in Salida. Larry Payne suggested that our members might be willing to volunteer spare bedrooms for a Friday and/or Saturday night stay for visiting members. Larry offered to take a poll of our membership to see who would be willing to accommodate.
- Granzella Hall might work for the meeting, or we can check out local hotels to see if there is a suitable meeting room. Hampton Inn has a meeting room. Perhaps we can get a block of rooms as well.
- There were 31 attendees at Fall meeting. Hope to get 40-50 attendees. Might be a permanent event in Salida due to central location.
- Follow up with CTU? Larry will have Tom Palka send out a blast and attend the CTU webinar. Larry will have updated information at Feb 21 Board meeting.

g. Chapter Picnic – See Attachment #4

- The Chapter picnic was held at Tumble Creek Ranch on September 23, 2017 with low turnout due to inclement weather. See Barbara Plake's letter (attached) regarding attendance, leftover steak, need for a canopy and need for a sign-out sheet at storage shed.
- A canopy has been donated to the chapter. There has been some progress on establishing a sign out sheet at the shed.
- Discussed moving the picnic closer to town. Check with Dan Clegg – maybe they will host again?
- FlyGals trip scheduled for Sept 12th

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B. Goal: Improve tools for leadership succession beyond Bylaws requirements

1. Performance Measures (action plan):

a. Establish candidate slate committee

- Bylaws state this committee is to be established two months before elections and consists of President, Past President and one Director or member-at-large.

b. Job Descriptions from Bylaws attached – See Attachment #5

C. Goal: Improve Membership and Outreach

1. Performance Measures (action plan):

a. Limit membership “Churn” to no more than 3% of roster

- Membership committee to track changes (this is currently being done)
- Monthly contact of 6 inactive members by active (BoD) members (telephone or 2+ for personal visit)
 - This is not currently being done. Eric Heltzel did pick out new members and sent one or two names to BoD members for follow up. Little to no follow up has been reported.
 - Reed Dils mentioned that this idea has been talked about for years but there has never been any follow up.
- Other ideas?
 - None suggested

b. New Member Recruitment

- None suggested

c. Increase member involvement as Volunteers

- Not discussed

d. Increase fishing opportunities/activities for veterans

- Project Healing Waters Fly Fishing (PHWFF) - Charlie Adams Presentation (9:00 am)
 - Charlie is a senior trip leader for the Colorado Springs chapter of PHWFF. They are a non-profit of 3500 volunteers serving 7500 disabled veterans. Colorado Springs is the largest chapter in the country with 250 volunteers serving 400 vets. Their specialty is using fly fishing to help disabled veterans overcome their disabilities. PTSD and traumatic brain injury are the most common disabilities. The Colorado Springs Chapter of PHWFF has the best program in the nation for teaching mentors how to interact with veterans having these disabilities. Charlie gave us an overview of PHWFF and the types of events they offer. The majority of the conversation revolved around how our chapter could host a one-day fly-fishing event for disabled veterans.
 - The Colorado Springs Chapter of PHWFF runs 40-50 fishing trips a year, 1-day to multi-day, near and far, typically with 8-10 participants and 25 people total. A one-day event usually runs from 9:30 am until 4 or 5pm including lunch. Lunch works best if it's provided by the hosts. They also have monthly meetings; fly tying sessions, bug clinics, rod building, etc.
 - Fishing venue can be public or private water, river or lake. Need shade and restroom facilities. Can specify level of mobility required based on location for fishing trip. Fishing guides or “mentors” handle all rigging if needed (tippet, fly, etc.). Mentors do not fish. Veterans fishing ability will be anywhere from beginner to expert. A 1:1 ratio of mentors to veterans is provided on moving water, 1:2 ratio for flat water.

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- There was a lot of interest in the room about becoming trained “mentors” (fishing guides). To be a mentor who can volunteer for all PHWFF events, one must take the full-day training session in Colorado Springs. The 2018 training session is Saturday, March 31. Several chapter members expressed interest in participating, and a carpool will be organized. Persons intending to participate in the Colorado Springs PHWFF training program on March 31 should contact Board member Gene Milus at gmilus@uark.edu.
 - A shorter, less detailed training session may be arranged sometime in April in Salida. Completion of this training will allow one to mentor only at fishing events hosted by our chapter. In addition to mentors, volunteers will be needed to set up, serve lunch and snacks, clean up, shuttle, etc. PHWFF can provide any volunteers we cannot provide.
 - Several possible venues for the Chapter fishing event were discussed; Cottonwood Lake (USFS offered free use), Hayden Meadows Reservoir (offers both stream and lake fishing), Half Moon Creek, Emerald Lake, Sweetwater Ranch, Maverick Ranch (Wellsville – ArkAnglers lease), Bovee Ponds, Kelly Ponds, Chalk Creek, O’Haver Lake, Clear Creek Ranch, etc. Chapter members are investigating the options.
 - More information about the training and fishing event will be forthcoming. Will discuss at Feb 21 Board Meeting. By March 31 training session, we should have decided on a date and venue and have a budget established.
 - Karen Dils voiced concern about how hosting this event meets our CPC mission. Consensus was that it fits under community outreach and engagement and advocacy.
 - One year free membership to vets?
 - Veterans Expeditions events?
 - Veterans Expeditions hasn’t been very responsive to us and isn’t oriented to fishing. Gene Milus suggests we eliminate this one. Consensus was to eliminate from consideration.
 - Casting for Recovery events? *
 - Reel Recovery events? *
 - Other ideas? *
 - *Gene Milus suggested that we concentrate on hosting a PHWFF event and see how that goes before committing to other events
- e. Increase participation of under-represented demographics: **(Same goal as 2017 meeting)**
- Youth (Underserved populations through GARNA)
 - Not discussed
 - Improve meeting attendance by Women (50% of FlyGals members)
 - Not discussed
 - People of color
 - Not discussed
- D. Goal: Establish active Committees with Chair (C) **(See Attachment #6)**
1. Performance Measures (action plan):
 - a. Projects: (C) **Vacant - Chairperson needed**
 - b. Special Projects (ELC) – (C) Keith Krebs, Tom Arnot

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- c. Volunteer Coordination: (C) Karen Dils
 - Submit report before each Board of Directors meeting and Annual Meeting. Karen working on developing a form for reporting and send group email to request hours.
- d. Membership: (C) Eric Heltzel
 - Submit report before each Board of Directors meeting
- e. Programs: (C) **Vacant - Chairperson needed**
- f. Finance: (C) Jerry Wright (Treasurer), Blake Fanning, **Vacant position**
 - Norm Lastovica is stepping down as Finance Officer. Bill Dvorak has volunteered to replace Norm. Per Chapter Bylaws, the Finance Officer oversees the Finance Committee and reviews the accounts and expenditures at least monthly and reports to the Board.
 - Barbara Plake volunteered to be the third member on the Finance Committee.
- g. Communications: Website - Tom Palka, Newsletter – **Vacant Position**, Media - Keith Krebs
 - Submit report before each Board of Directors meeting
- h. Scholarship: (C) Barbara Plake, Dick Isenberger, Fred Rasmussen, Les Stencel, Ellen Bauder, Kato Dee
- i. Education: (C) Keith Krebs, Eric Helzel
- j. Adult Activities: (C) **Vacant - Chairperson needed**
- k. Special Events: (C) Larry Payne
 - Schedule for 2018 activities?
- l. Community Engagement:
 - Ann and Henry Klaiman (Salida); Bob and Marjie Gray (BV); Jim Impara (Highway cleanup)
 - Monofilament collection tubes in Salida at Franz and Sand Lakes (Gene Milus) and Cottonwood, Wright and Chalk Lakes (Jerry Wright)
- m. Advocacy Coordinator: (C) Reed Dils
 - Submit relevant articles for newsletter to editor
 - Submit urgent call-to-action items to Tom Palka for email blast
- n. Caddis Festival Banquet: (C) Pam Simpson, Board of Directors
- o. Fly Gals: (C) Barbara Plake, Linda Schuckert
- p. Historian: **Chair needed** - Fred Rasmussen and Steve Craig used to do this. Not a high priority.
- q. Veteran's Services Partnership: (C) Gene Milus

III. EDUCATION

- A. Goal: Implement ELC for citizen science (per Article I above) **(same goal as 2017 meeting- this project had very little progress in 2017)**
- B. Goal: Increase participation and effectiveness of Stream Explorers
 - 1. Performance Measures (action plan):
 - a. Implement SE in Buena Vista (in collaboration with GARNA)
 - b. Host a fishing/ education event in Leadville

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- c. Add 2 new team members for involvement in Stream Explorers in Salida and Buena Vista
 - d. Increase participation by adding 2 new team members in BV Conservation Camp
 - e. Increase participation by adding 2 new team members High School Stream Science Classes, Salida
 - f. New programs in Salida and Buena Vista local schools
 - Fishing mentors
 - Salida High School Outdoor Activities Class
 - Outdoor Club at McGinnis Middle School
 - Other?
 - g. Youth Conservation Camp
- C. Goal: Establish Adult River-Related Activities **(same goals as 2017 - no activity in the last year)**
- 1. Performance Measures (action plan):
 - a. FlyGals events
 - b. Fly casting instruction 2 times per year?
 - c. Arkansas River Tours 1 spring, 1 fall – Solicit general population?
 - d. Fly tying class 1 time per year in winter? – Tom Kottmeier good resource
 - e. Stream science class based on Stream Explorers, 1 multi-session in spring?
 - f. Other?

IV. COMMUNICATIONS & MARKETING

- A. Goal: More effective communication to general membership
- 1. Discuss January Communications Report from Tom Palka, (See Attachment #7 - discussion scheduled for 1:00 PM)
 - a. Roster updates
 - Tom Palka, Eric Heltzel and Tom Arnot working on updates.
 - OK to add all members back to list and send welcome letter? **Yes**
 - OK to send note to non-member subscribers asking them to join? **Yes**
 - OK to add sign up button back to website? **Yes**
 - Karen will find out if TU is still offering a half-off membership.
 - b. Newsletter
 - Need Newsletter Editor – Tom Palka for now
 - Need newsletter content - deadline is the 23rd of the month.
 - Articles, trip reports, poems, fish pictures – send to Tom Palka
 - Members need to send info - especially what our chapter is doing.
 - Ask members to send in short articles or photos. Fishing trips with details - where, what flies, and when.
 - Karen Dils will write about Flyfishing Show info.
 - Reference an interesting podcast or YouTube video and send link.

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- Should be at least one Conservation article with photos in each newsletter
 - Reed Dils typically sends in a conservation article for newsletter.
 - Any newspaper articles are included in newsletter.
 - Ask the local CTU residents to submit content.
 - Other ideas?
- c. Website
- Want to redesign website to allow more visibility of the Home Page without scrolling. He needs to have other folks have access.
 - Tom Arnot volunteered to assist with web page administration.
 - Fix typos, bad links, update with TU colors, etc.
 - Have added two forums to the website; a Members Corner Bulletin Board where people can ask questions of the membership, arrange fishing partners, etc. Also a Gear Swap Forum. You have to register on the website in order to post questions or answers.
 - Added a button to shop Amazon Smile – chapter gets percentage of eligible items.
- d. Facebook page
- Facebook will now be the main event calendar. The web page calendar will then be downloaded from Facebook.
 - Event Boost option – we can pay \$10-\$20 to boost an event to get it posted to FB newsfeeds. Hasn't paid off. Try to do that for all events for \$10/event. FB needs a picture and text to post, not text within a photo (no poster).
 - Would like to have an additional administrator to make changes
- B. Goal: Increase visibility/engagement with local community beyond CPC
1. Performance Measures (action plan):
- a. Exposure in local media
- Continue monthly newspaper articles in MM and CCT (need articles for 2018)
 - 700 words - send newspaper articles to Keith who will forward to newspaper.
 - Continue "Public Service Announcements" for all meetings and events
 - Keith will send press release templates to Blake.
 - Karen Dils will call about what is required at the Peak.
 - Regular and periodic radio spots or interviews
 - Regular and periodic radio spots or interviews – for Caddis Festival – Pam does this close to the event.

V. FUNDING

A. Goal: Increase yearly net income

1. Performance Measures (action plan):

a. Increase net income from Caddis Festival Banquet

- Have implemented GiveSmart Event Management system
 - Pam Simpson to demo on-line registration and bidding functions
- More widespread local solicitation
- More widespread state and national fundraising potential with on-line auction

2. Map sales - \$800 last year

3. Membership from CTU or TU - \$75

4. Pam Simpson will explore City Market Cares Program

B. Other Goal(s): ?

Meeting Adjourned at 4:00 pm

ATTACHMENT #1
Strategic Planning Meeting – January 13, 2018

MEMO

To: Collegiate Peaks Chapter Trout Unlimited
From: Barbara Plake, Chair Scholarship Committee
Date: January 9, 2018
Re: Scholarship recommendations for Spring, 2018

The Scholarship Committee makes the following recommendations for scholarship recipients for Spring, 2018 semester

Amy Harmon	Western Colorado State University	\$2000
Graham Bachmann	Colorado State University	\$2000

ATTACHMENT #2
Strategic Planning Meeting – January 13, 2018

Email received January 11, 2018 from CPC Member Mark Cole

To the Officers of Collegiate Peaks Chapter Trout Unlimited

Because I will not be able to attend the planning meeting this Saturday, I am writing to suggest – urge - that the Chapter join the Lake County Open Space Initiative (LCOSI) and make a monetary contribution in the amount of \$1,000 to 1,500. I have attached a copy of the Cooperative Stakeholder Partnership Agreement for 2018 for your consideration.

If you, or the members of the Chapter, have fished along the Arkansas River anywhere in Lake County from Hayden Meadows down through Kobe and below you have benefited from the activity of this 20 year old group. LCOSI was formed to protect the existing open space in the upper Arkansas River Valley in Lake County. In the process they have been the key player in constructing the Hayden Reservoir and providing angling access along the west side of the river owned by Aurora Water and CPW on the east. LCOSI is currently supporting Central Colorado Conservancy in their work to obtain additional properties along the river below Two Bit Gulch.

This consensus based organization consists of government agencies and NGOs, such as Lake County, Aurora Water, CPW, AHRA, Colorado Mountain College, U.S. Forest Service, GARNA, BLM, U.S. Fish and Wildlife, Climax, Pueblo Board of Water Works and many others.

Currently LCOSI is revising its Master Plan and I think that the Chapter should have a voice in its construction. The attached non-binding Partnership Agreement includes the LCOSI vision and Mission Statement which will provide a true sense of the goals of the organization.

There are several potential challenges facing Lake County in the coming year. Perhaps the most important issue are the 2 active/suspended placer mining operations in Box Creek and an additional 1800 acres of claims in Box Creek and on the terrace overlooking the Arkansas River. Western Troy Capital Resources, a mining company, is currently doing exploratory work on these properties. Should mining commence, TU along with many other organizations will need to become vigilant to ensure that the environment and the fishery are not endangered.

In 2020 the Hayden Reservoir at Hayden Meadows will lose its protected recreation status and could become an active reservoir which would see water depletions that would negate its value as a fishery resource. It would be helpful for the Chapter to have a formal seat at the table for this discussion. Additional goals are the acquisition of more conservation easements or fee simple property along the Arkansas River and in Lake County. LCOSI does not hold title to any ground but works through Central Colorado Conservancy who holds the easements or title to lands.

Please give this proposal your careful consideration. Please call if you have questions.

Best Regards,

Mark Cole
111 Imogene Circle
Leadville, CO 80461
970-485-3867

ATTACHMENT #3
Strategic Planning Meeting – January 13, 2018

Proposed 2018 BoD and Member Meetings Schedule

BoD and Member meetings are typically held the second Wednesday of alternating months – some exceptions. Member meeting social time starts at 6:30 pm, meeting starts at 7:00pm. BoD Meeting social time starts at 6:00. Meetings begin at 6:30 pm.

January 10 - Member meeting, PROGRAM: Bill Dvorak presentation on Gunnison Gorge float trip

Mt. Shavano Manor, 525 W 16th St. Salida, 6:30 Social time, 7:00 meeting **RESERVED, 6:30 – 9:00**

**January 13 (Sat.) – Strategic Planning meeting, Mt Shavano Manor, Salida
9:00 am to 2:00 pm – Lunch Provided **RESERVED 9:00 am – 3:00 pm****

February 21 – BoD Meeting

Mt. Shavano Manor, 525 W 16th St. Salida **RESERVED, 6:00 – 8:30pm**
6:00 Social time, 6:30 call to order

**March 14 – Member meeting, PROGRAM: Michael Atwood, CPW Biologist
Sangre de Cristo Electric Association meeting room **RESERVED 6:30 – 9:00****

6:30 Social time, 7:00 call to order

April 11 – BoD meeting

Mt. Shavano Manor, 525 W 16th St. Salida **RESERVED, 6:00 – 8:30pm**
6:00 Social time, 6:30 call to order

May 5 (Saturday) – Caddis Festival Banquet member meeting

Chaffee County Fairgrounds; 5:00 pm to 9:00 pm **RESERVED, Friday set up, Saturday event**

June 13 – BoD Meeting (or do we want to have a Summer Member meeting?)

6:30 Social time, 7:00 call to order **NO VENUE OR PROGRAM SCHEDULED**

June 20 – Alternate BoD Meeting Date, Sangre de Cristo Meeting Room, BV

6:00 Social time, 6:30 call to order **VENUE NOT RESERVED**

July 11 – Member meeting, **NO VENUE OR PROGRAM SCHEDULED**

6:30 Social time, 7:00 call to order

August 8 – BoD meeting, Mt. Shavano Manor, Salida, **VENUE NOT RESERVED**

6:00 Social time, 6:30 call to order

September 12 – Member meeting, **NO VENUE OR PROGRAM SCHEDULED**

6:30 Social time, 7:00 call to order

October 10 – BoD meeting, Sangre de Cristo Meeting Room, BV, **VENUE NOT RESERVED**

6:00 Social time, 6:30 call to order

November 10 (Sat.) – Fly Tying Jamboree, Potluck Dinner, Year in Review Member meeting

Granzella Hall, Salida; 2:00 pm to 8:00 pm **VENUE NOT RESERVED**

December 12 – BoD meeting – Mt. Shavano Manor, Salida **VENUE NOT RESERVED**

6:00 Social time, 6:30 call to order

ATTACHMENT #4
Strategic Planning Meeting – January 13, 2018

TO: COLLEGIATE PEAKS CHAPTER TROUT UNLIMITED
FROM: BARBARA PLAKE
DATE: SEPTEMBER 25, 2017
RE: CHAPTER PICNIC

Here is a report about the September 23, 2017 Chapter Picnic

1. Several blasts were sent to the membership (total 3) in advance of the event. It was also announced in the chapter newsletter. Copies of the newsletter announcement and blasts are attached.
2. Bill Dvorak reserved a porta-potty with Antero Septic (395-9209); Barbara met Bruce from Antero Septic at the Ferris' Friday night to coordinate delivery.
3. Picnic was held at Tumble Creek Ranch (38800 Hwy 24 N; Rob and Katie Ferris, 719-221 0064). They were happy to host the event and have offered to host it in the future.
4. Jim Impara and Michael Harrington purchased steaks from Costco in Colorado Springs and then prepared the steaks for cooking. Michael Harrington paid for the steaks and will submit an invoice to the chapter for reimbursement.
5. Due to inclement weather, only 13 people attended. There were 37 steaks left over (1": 26; 1.5": 3; "stubs": 8). They have been vacuum-sealed and are in Michael Harrington's freezer.
6. Recommendation: it would be helpful if the chapter had at least one canopy for use for chapter events (e.g., kids fishing derby, camping trips, chapter picnic).
7. Next year's picnic coordinator should work with Michael Harrington to determine how many additional steaks will be needed for the 2018 picnic.
8. Recommendation: the chapter should consider setting up a sign-out sheet for the shed to record when chapter items are removed and by whom and when they will be returned.

ATTACHMENT #5
Strategic Planning Meeting – January 13, 2018

Officer Job Descriptions from CPC Chapter Bylaws:

Section 2.

The President shall preside at all meetings; with the approval of the Board, shall appoint all committees not otherwise provided for; shall be the general executive officer; and shall be an ex-officio member of all Chapter committees.

Section 3.

The Vice President shall serve in the absence or inability of the President to act in the general administration of the Chapter.

Section 4

The Treasurer shall have custody of all funds and property of the Chapter. With the President, the Treasurer may sign and execute, in the name of the Chapter, all contracts, agreements and other obligations of the Chapter. When necessary or proper, the Treasurer shall endorse for collection on behalf of the Chapter, all checks, notes, drafts and electronic credits and transfers and shall deposit same and all other revenues to the credit of the Chapter in such bank or banks as the Board of Directors designates. All checks for the disbursement of funds of the Chapter above \$5,000 shall be signed by the President and counter-signed by the Treasurer. The Board of Directors may impose such alternate authority or limitations of authority to execute contracts, sign checks or use other forms of payment as the Board of Directors deems appropriate and may require that the Treasurer be bonded. The Treasurer shall also:

- A. Keep full and accurate accounts of monies received and paid on account of the Chapter, give a financial report at each meeting of the Board of Directors, and whenever required by the Board of Directors, render a statement of the Chapter's accounts and report to the membership.
- B. Submit a complete Annual Financial Report (AFR) for the chapter to Trout Unlimited prior to the deadline set by Trout Unlimited. The AFR will be in compliance with the policies and requirements of Trout Unlimited and will contain a complete and accurate accounting of all revenues, expenses, volunteer hours by members of the Chapter and any additional items prescribed within the AFR form.
- C. The Treasurer will also make all necessary filings with the Internal Revenue Service and state and local authorities.
- D. Upon request, permit access to the Chapter's books, records and accounts by any Chapter Officer, Director or designated representative of the State Council and/or Trout Unlimited.

Section 5.

The Secretary shall keep the minutes of all meetings of the Board of Directors and the general membership and keep an accurate and current record of all Chapter memberships. The Secretary shall assist the Treasurer in preparing the AFR form. The Secretary shall send

all required notices to members of the Chapter, as required by these bylaws or otherwise. Notice may be in writing or by electronic communication, including fax, electronic mail or by posting on the Chapter's web-site. The Secretary shall also maintain the correspondence of the Chapter.

ATTACHMENT #6
Strategic Planning Meeting – January 13, 2018

2018 COMMITTEE DESCRIPTIONS AND ASSIGNMENTS

Projects: NEED CHAIRPERSON

Responsibilities: Schedule and coordinate planning of stream/habitat restoration projects, maintenance activities, and respond to all agency or other requests for assistance on projects. Coordinates with Veteran's Services Partnership Committee.

Special Project - Ecosystems Learning Center (ELC): (C) Keith Krebs, Tom Arnot

Responsibilities: On going fundraising and coordination with other stakeholders (CCC, SCC, GARNA, SPOT, etc.) Future scheduling and coordination of volunteers to assist with stream/habitat restoration portion of project.

Volunteer Coordination: (C) Karen Dils

Responsibilities: Maintains volunteer person-hour statistics from all resource related activities. Prepares monthly and year-end reports.

Membership: (C) Eric Heltzel

Responsibilities: Recruitment and nurturing of new members, updating and distribution of membership packets, assignment of mentors to all new members keeping current rosters, Annual distribution & creation of membership lists for members.

Programs: (C) NEED CHAIRPERSON

Responsibilities: Reserve general and board meeting rooms and arrange for entry, e.g. key. Procure interesting and provocative programs for each monthly meeting; set up audio/visual for speakers; provide for refreshments and hospitality at meeting social hour; schedule interesting demonstrations for the social hour whenever possible. Notify the newsletter and local media, in a timely manner, of the next month's programs and where the meeting will take place.

Finance: (C) Jerry Wright, Blake Fanning, VACANT

Responsibilities: Keep record of all chapter income and expenditures. Draft annual chapter budget for Board approval. Ensure that there is independent oversight of the chapter's financial condition every year. Administer Coldwater Resource Fund in accordance with Board policy and direction. (Treasurer, President, and one board member comprise this committee.)

Communications: Tom Palka, NEWSLETTER EDITOR VACANT

Responsibilities: Through Newsletter, Website, calendar coordinator, and Other Media subcommittees, publicize chapter activities in local, state, and national media on a continuing basis. Utilize e-mail to notify members of upcoming activities and information of interest.

Scholarship Committee: (C) Barbara Plake, Fred Rasmussen, Dick Isenberger, Les Stencel, Ellen Bauder, Kato Dee

Responsibilities: Refer to CPC-TU Policy Statements for Awarding Renewable Annual Scholarships

Education: (C) Keith Krebs, Eric Heltzel, Mike Perry

Responsibilities: Insure the success of all chapter activities that are undertaken primarily to interest or educate. Initiate contacts with schools, youth organizations, & town recreation departments to maximize the participation of young people in activities, which promote the development of interested and curious people.

Adult Activities: (C) VACANT

Responsibilities: Plan and/or coordinate special events for adult members such as river tours, fly casting clinic, fly tying clinic, adult stream ecology class, etc.

Special Events: (C) Larry Payne

Responsibilities: Plan and/or coordinate continuing special events such as chapter trips, Movie Night, picnics, and other social activities approved by the Board and not otherwise included in any other committee.

Community Involvement : Jim Impara; Ann and Henry Klaiman (S); Bob and Marjie Gray (BV).

Responsibilities: Highway clean-ups, River clean-ups and Kids fishing derbies.

Advocacy: (C) Reed Dils

Responsibilities: Establish and coordinate liaison with CTU, NTU, state legislators, county commissioners, and other elected officials to further TU goals of protecting the cold-water resource and monitors various Water Conservancy Districts. Chairperson is the coordinator for non-project issues, which require action on the part of chapter members.

Caddis Festival Banquet: (C) Pam Simpson, Board of Directors

Responsibilities: Plan and conduct the chapter's annual fundraising banquet (Caddis Festival Banquet). Committee is made up from all Board members and chapter volunteers. Chairperson appointed annually by Board.

FlyGals: (C) Barbara Plake; Linda Schuckert

Responsibilities: Plan and conduct the chapter's women's functions to encourage women to become members of TU and to participate in chapter resource projects and other events.

Historian: (C) VACANT

Veterans Services Partnership: (C) Gene Milus

Responsibilities: Collaborate and communicate with local veteran organizations. Schedule, coordinate and populate periodic veteran engagement activities including ~~field work for riparian restoration~~, fishing outings and other activities.

ATTACHMENT #7

Strategic Planning Meeting – January 13, 2018

From Tom Palka

"COMMUNICATIONS" IDEAS (Strategic Planning 2018)

ROSTER / EMAIL LIST: We have a number of members who are not on the Constant Contact email list. Eric H. / Tom A. / Tom P. figuring it out. Some we never added, some unsubscribed on purpose, and some unsubscribed by mistake. I looked at the unsubscribing process, and right now clicking the "unsubscribe me" link in the emails takes the user to a page where they have to confirm it. So it's not *that easy* to unsubscribe by mistake.

QUESTION: I'd like to add all the roster emails back into the list, and send the new ones a special welcome letter -- explaining that we are updating our mailing list and how to unsubscribe, and some apologetic text about the letter if they unsubscribed on purpose. This might be something we want to do yearly.

ALTERNATIVE: periodically (once a year?) send out an email to the tune of "Hello, you are a member but you are not getting our newsletters and emails. Do you want to subscribe?". Once a year wouldn't be pushy, and would give people a chance to re-join.

We also have a number of non-members on the Constant Contact list that have subscribed to our list one way or another.

QUESTION: Do we want to draft a letter to invite the non-members in CC to join the chapter? "It's only \$35 per year, supports cold water conservation, scholarships, etc..."

[RE-]SUBSCRIBING: right now there isn't an easy way for people (members and otherwise) to subscribe to the newsletter. We used to have a signup box on the www home page, but we got a ton of spammy subscriptions, so I disabled it. There is a link about "email Tom to get subscribed", but it's not quite the same. I want to resurrect that signup form so that people can easily subscribe again. This time with a better spam signup detector (Google makes one called reCaptcha).

NEWSLETTER: I am running pretty short of material for the newsletter. At this point Reed and Karen are providing the bulk of the content, mostly articles that I keep back from blasting. Michael H. volunteered to provide the River Lore and a fishing quote. We used to have the President's Column, sometimes a fishing report. I want to ask members to see if anyone would be interested in contributing a column or other content -- doesn't have to be much, doesn't have to be every month...

WWW HOME PAGE: I'd like to redesign it a bit to bring all the info "above the fold" -- right now the top of the page is always constant, and the user doesn't really get to see the info... Also address some other changes – fix some typos, old info, bad links, update the page with official TU colors, etc.

EVENTS: I'd like to publicize our events on Facebook. Right now I have to double enter each event, since there is no way for FB to download from our site. There is a way to use FB as the master, and have our www pull that information down, but I'm hesitant to give FB all the control.

I would also like to have other people able to make these changes -- I could give them admin privileges so that I wouldn't be a bottleneck in making all edits and changes.

MEMBERS CORNER: There are two areas where we don't serve our members in terms of communications. Last month I got an email from Jim McGannon asking whether anyone had experience fishing Cheesman and if they'd like to go out together. We have no way to pass this onto the membership -- I'm not going to email the entire chapter with someone's question. Not all members are (or want to be) on Facebook. I'd like to recommend that we add a forum (bulletin board) to our website. It would require people (not only members) to create an account (standard self-registration, no action required on our part) so they can post messages. A bonus for me is that I could include a summary of that in the newsletter.

GEAR SWAP: We all have gear laying around, I imagine we all like finding good deals on gear, and we have anglers in town who might be interested too. I'd like to start a Gear Swap page on our site, letting people post buy/sell ads. I have used the free AWPCP plugin on other sites. Sample site:

<https://awpcp.com/showcase/>

But for our site I would recommend something simpler, simply a sub-forum. We could implement that using the forum software (just like "Members Corner" above).

In either case it would be a free service with us disavowing any responsibility.

This would be another thing I could include in the newsletter. And if we have a lot of for-sale items, we could put a small ad in MM classifieds and perhaps interact more with the community outside of the chapter.

/tom 9.I.2018